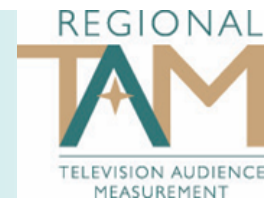


What is a TARP?



TARP is an acronym which stands for:
Target **A**udience **R**ating **P**oint

It can be defined as:



The average viewing audience for a specific demographic expressed as a percentage of the relevant universe (potential audience)

Which can be expressed as:

TARP =

$$\frac{\text{Target Audience viewing Program "X"}}{\text{Target Audience Universe Estimate}} \times 100$$

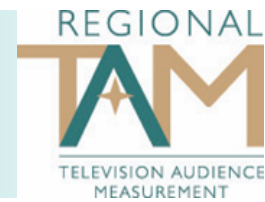
For example:

Program "X" Total People Audience = 500,000

Potential Total People in Market "Y" = 7,000,000

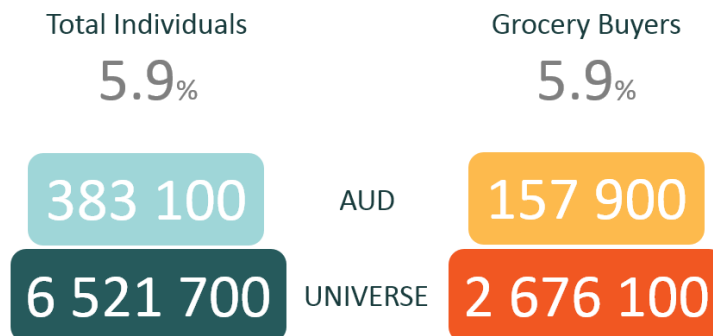
$$\frac{500,000}{7,000,000} \times 100 = 7.1(\%)$$

What is a TARP?



Not all TARPs are created equal

When looking at TARPs, it is important to be mindful that variances between the audience of different demographics and market universe estimate sizes can vary. For example:



Adding up TARPs between markets

As TARPs are an audience figure expressed as a percentage, they cannot be added between different demographics or different markets.

This is due to the varying sizes of universe estimate between demographics and markets.

If you have any questions, please contact Regional TAM on:



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